BENIN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

10.3% Mining
5.9% Automotive
2.5% Agriculture
3.5% Travel & Tourism
5.9% Retail
4.7% Financial Services

BENIN 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP
5.1% OF TOTAL ECONOMY
Total T&T GDP = XOF319.8BN (USD543.6MN)

+7.2% 2019 Travel & Tourism GDP growth vs +5.9% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT
250.2 JOBS (000’s)
(5.3% of total employment)

INTERNATIONAL VISITOR IMPACT
XOF109.1BN in visitor spend (4.7% of total exports)
(USD185.4MN)

INBOUND ARRIVALS

1. NIGERIA 10%
2. NIGER 6%
3. BURKINA FASO 5%
4. TOGO 5%
5. FRANCE 5%
REST OF WORLD 69%

OUTBOUND DEPARTURES

1. NIGERIA 39%
2. FRANCE 18%
3. CÔTE D’IVOIRE 12%
4. TOGO 10%
5. GHANA 6%
REST OF WORLD 15%

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 38%
- BUSINESS SPENDING: 62%
- DOMESTIC SPENDING: 58%
- INTERNATIONAL SPENDING: 42%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020